

GENERIC POS, PACKAGE TAGS and DISPLAY ORDER FORM

PRIVATE LABEL BRAND: Focus

DATE: 01/07/98

SHIP TO LOCATION

SIS #: 423360

Company: Middlesex Tobacco

Street: 450 Florida Grove Road

City/State: Perth Amboy, N.J.

PO#: _____

Special Instructions: Attention: Dennis- please attach a Focus sticker to riser card on each display before sending to retail accounts. (small sticker on white wire pack display riser card and large sticker on modular floor display riser card)

GENERIC POINT OF SALE (25 PER SKU)		QUANTITY	FORSYTH PACKAGE TAGS (55 TAGS PER SKU)		QUANTITY (SKU = 1 PAGE)
432636	2 Sided Small PPD Card	_____	385464	Filter 100's Soft Pack	_____
394902	Large PPD Card	_____	385475	Filter 85's Soft Pack	_____
394891	Pump Topper	_____	385486	Light 100's Soft Pack	_____
403911	2 Sided-Dump Bin	_____	385497	Light 85's Soft Pack	_____
	Riser Card	_____	385508	Ultra Lights 100's	_____
394880	Folded Shelf Strip	_____	385519	Ultra Lights 85's Soft Pack	_____
394858	24" PK Merch Card	_____	385530	Lts Ment 100's Soft Pack	_____
468173	19" Canopy Card	_____	385541	Lts Mentr 85's Soft Pack	_____
394869	Channel Strip	_____	385552	Menthol 100's Soft Pack	_____
394847	Extnd Lg PPD Card	_____	385563	Menthol 85's Soft Pack	_____
CARTON END LABELS			385574	Filter 83 Box	_____
499781	FF85 Ctn End Label	_____	385585	Lights 83 Box	_____
499790	FF83 Bx Ctn End Label	_____	385596	Non Filter 85's	_____
499802	FF100 Ctn End Label	_____	FORSYTH PERMANENT DISPLAYS		
499832	L85 Ctn End Label	_____	487376	Forsyth MFD w/Topper	_____
499841	L83 Bx Ctn End Label	_____		(5 Ctn Wide, 5 Shelf)	2
499850	L100 Ctn End Label	_____	522593	Forsyth 2 Tray Wire Display w/Channel Strip	20
499880	UL85 Ctn End Label	_____	522602	Forsyth 1 Tray Add-On w/Channel Strip	_____
499892	UL100 Ctn End Label	_____	522811	Forsyth Pack Add-On	_____
499811	FFM85 Ctn End Label	_____	FORSYTH TEMPORARY DISPLAYS		
499820	FFM100 Ctn End Label	_____	524762	Floor Dump Display - Large	_____
499862	LM85 Ctn End Label	_____	458131	Display (100 Ctns or 360 Packs)	_____
499871	LM100 Ctn End Label	_____		Temporary Package Counter	_____
499901	NF85 Ctn End Label	_____	524741	Display (w/Optional Stair Step)	_____

PL BRAND	LG. PACK STICKER ITEM#* (30 PER PACK)	QUANTITY	SM. PACK STICKER ITEM#* (120 PER PACK)	QUANTITY
Focus	409235	10	409246	10

*ITEM #'S MUST BE FURNISHED!